



BPA Commercial Sector Energy Efficiency

Fall 2019 Updates

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In Your EE Chees

- **Trade Ally Network NW Annual Report**
- **Trade Ally Network NW Trade Ally List**
- **Implementation Manual – Commercial**
- **Example marketing campaign material**

Sector Strategy

Evolve with lighting. **Drive** HVAC.

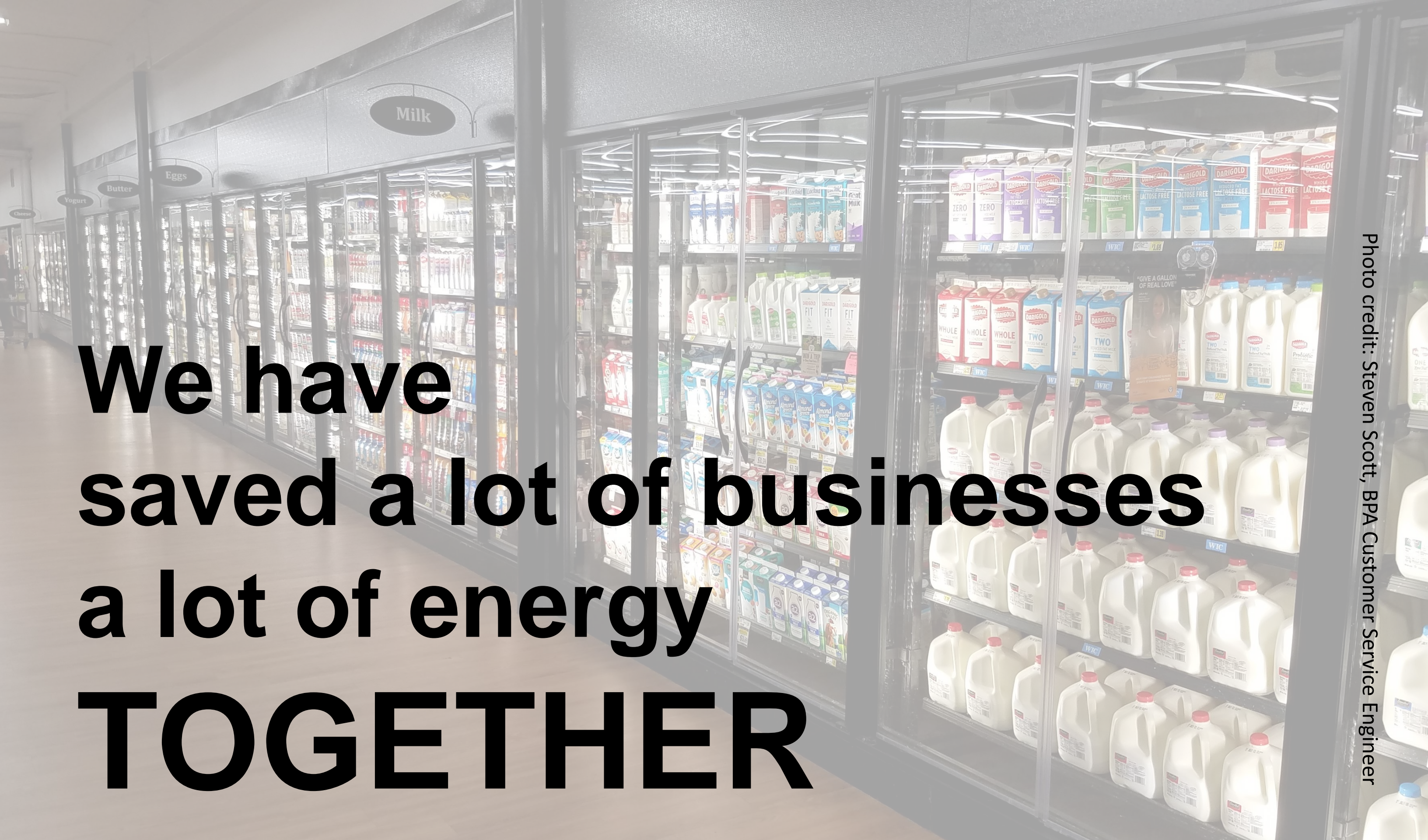
How?

BPA Customer
Service Engineers



Local
Programs

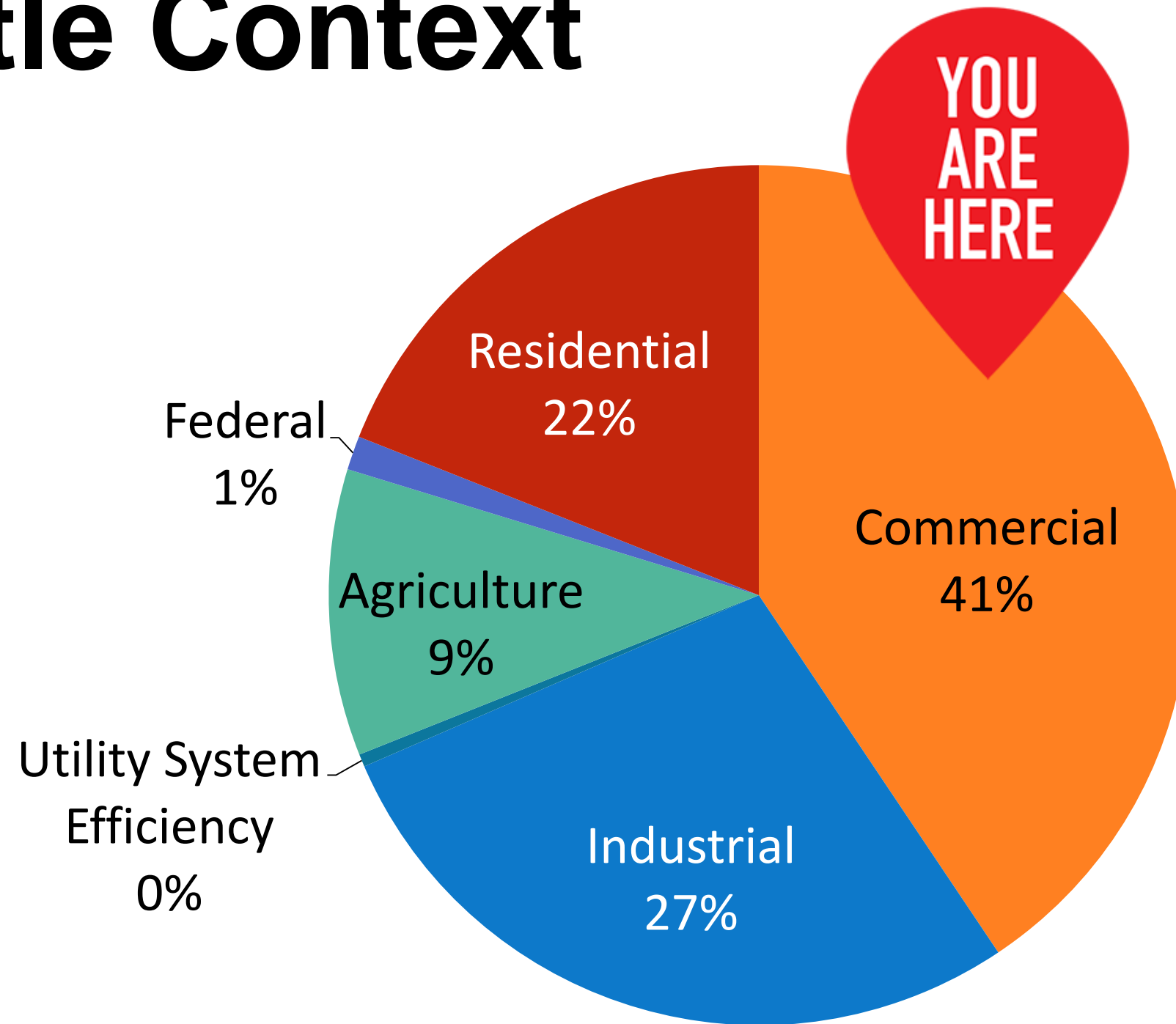




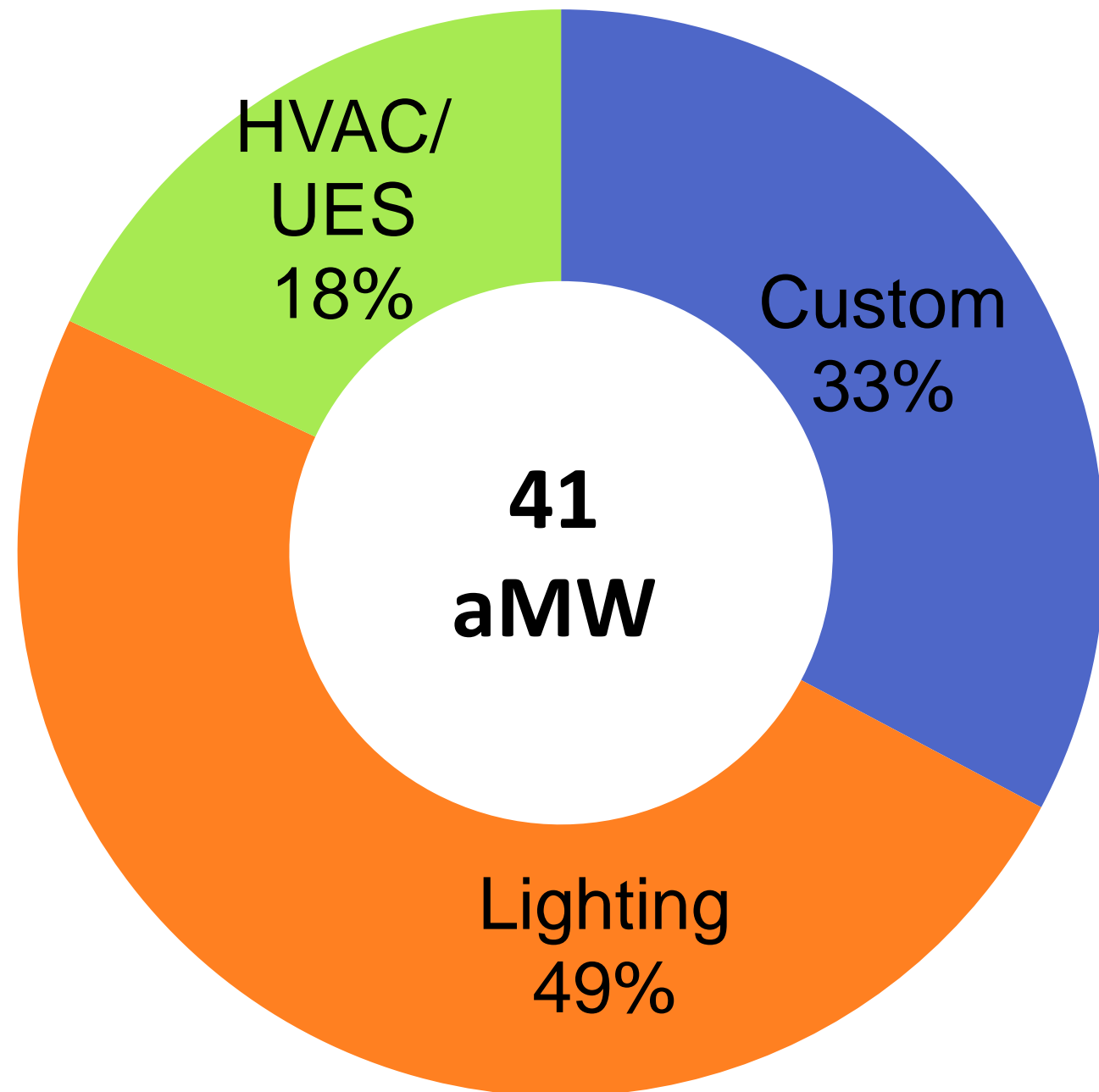
**We have
saved a lot of businesses
a lot of energy
TOGETHER**

Photo credit: Steven Scott, BPA Customer Service Engineer

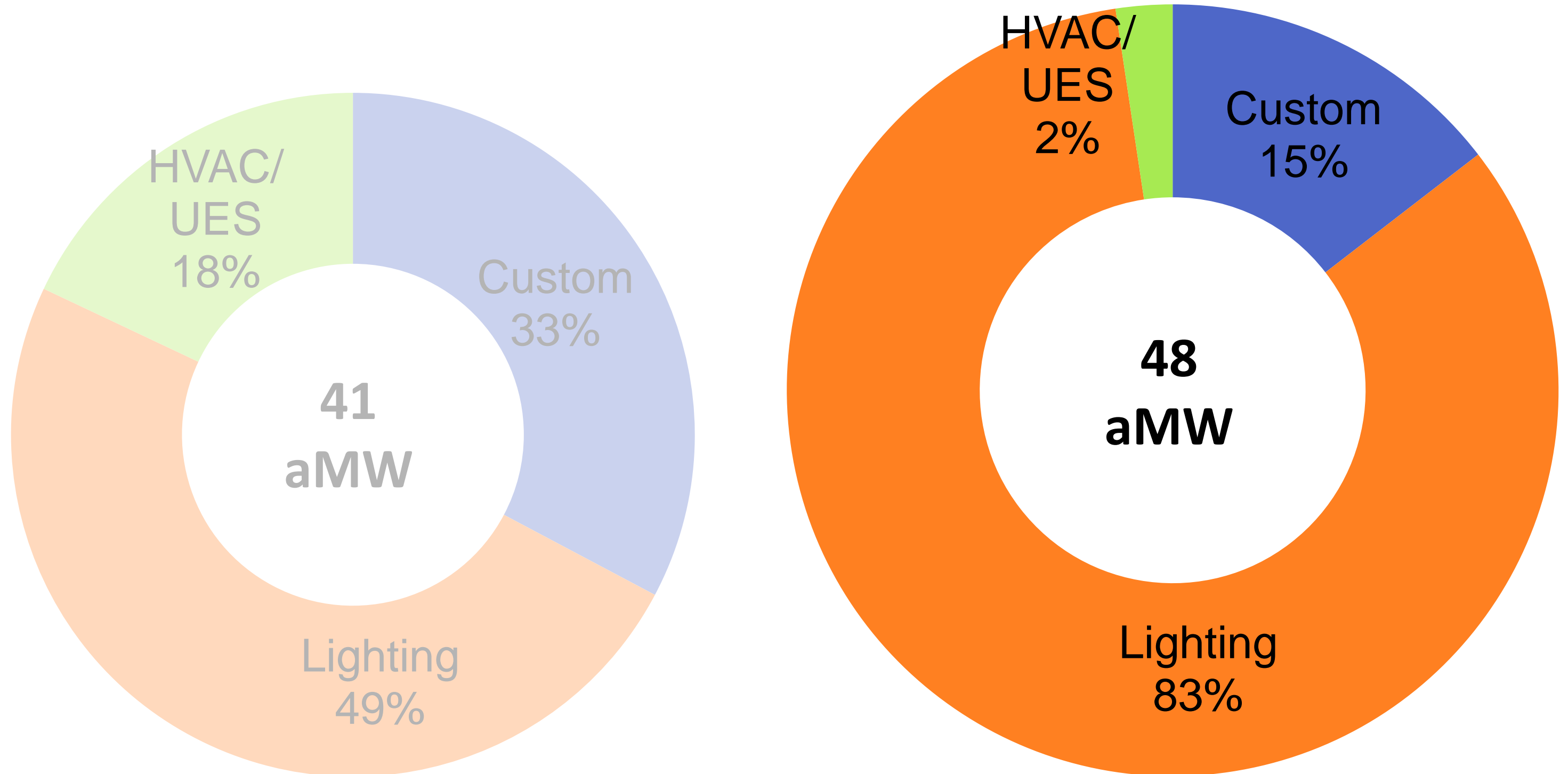
A Little Context



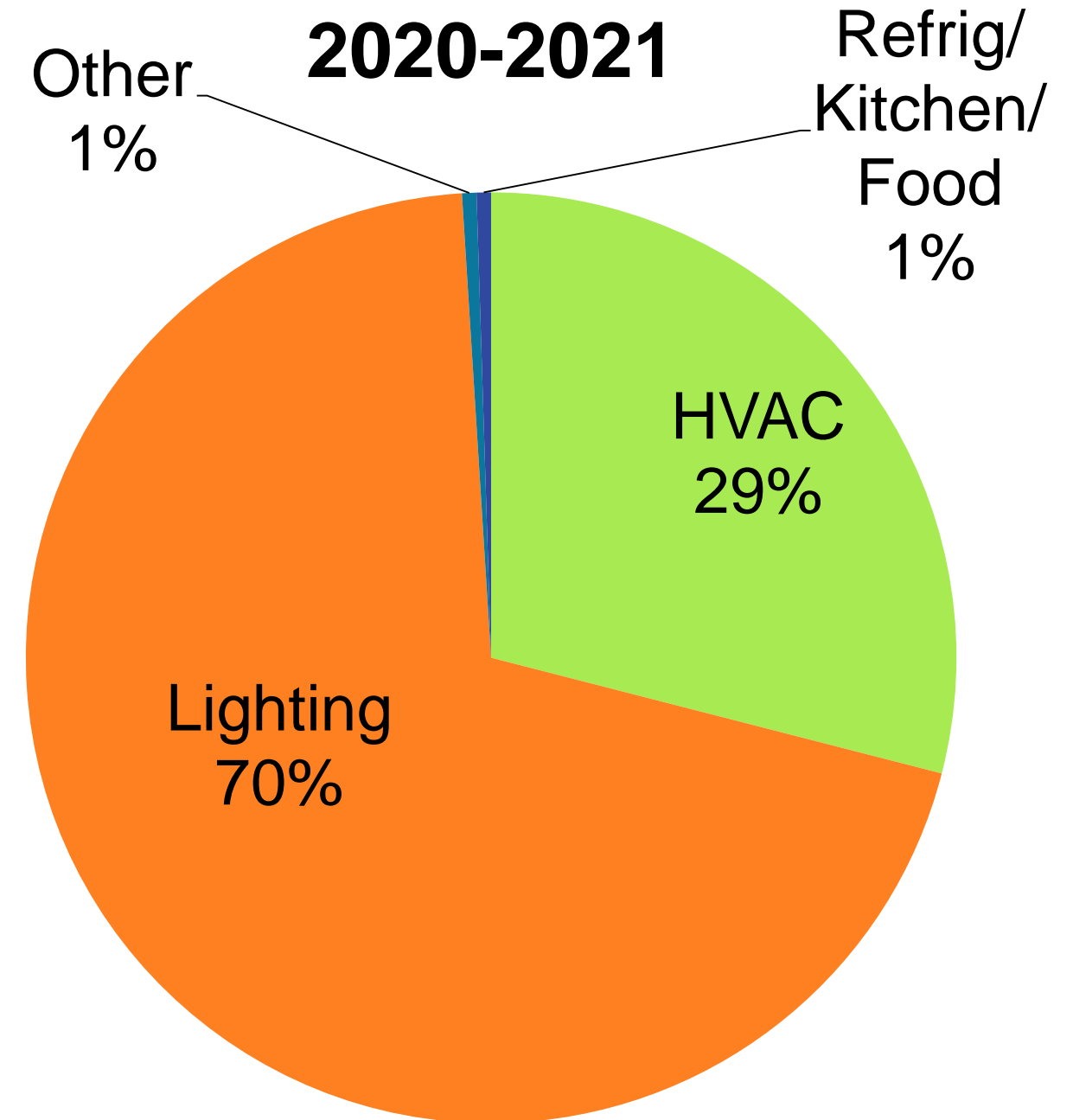
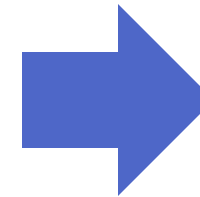
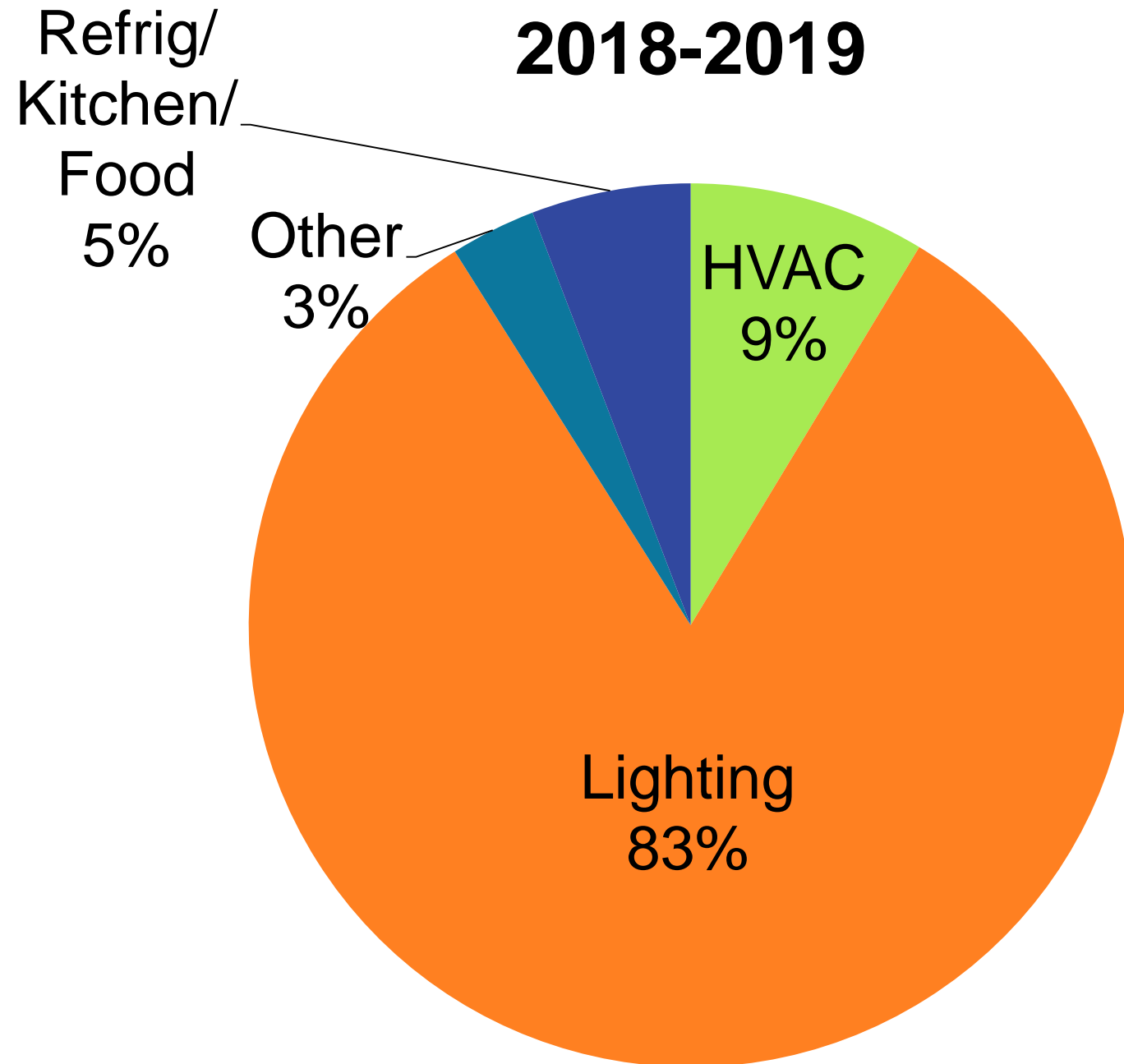
Commercial Sector Goals



Commercial Sector Performance

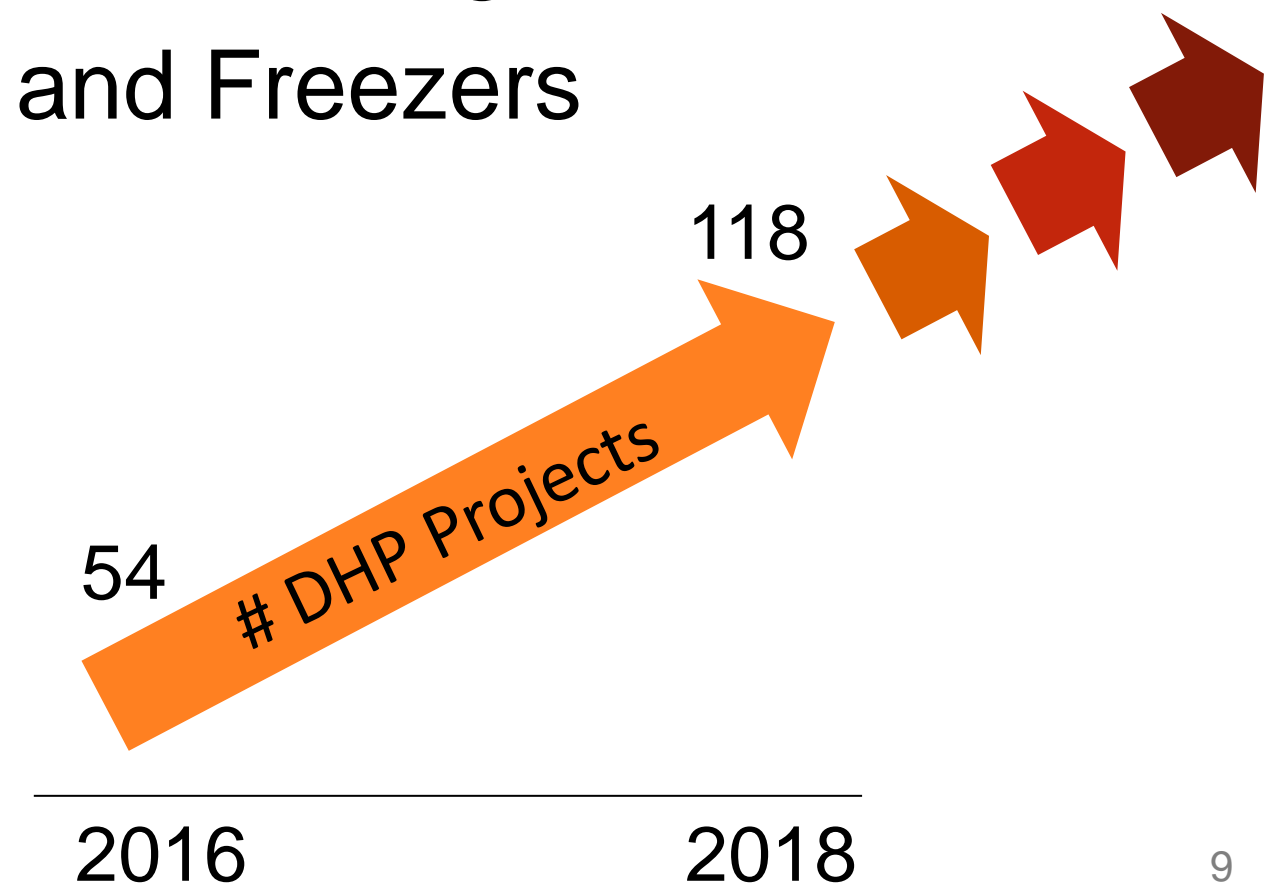


We need to go big on HVAC

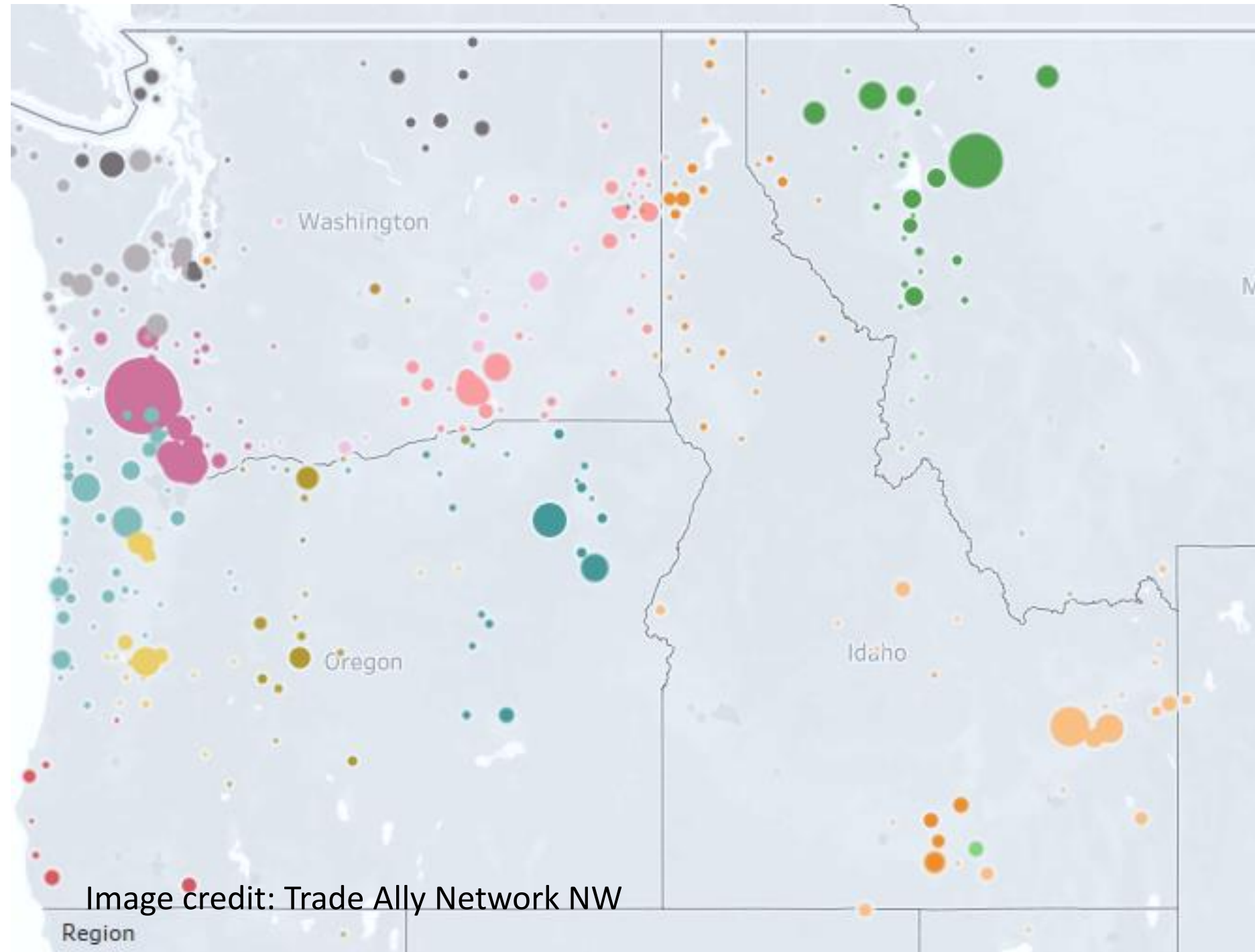


Top 3 UES Measures = 60% of Savings; HVAC is trending upward

1. **Ductless Heat Pumps**
2. Connected Thermostats
3. Variable Frequency Drive on Air Handling Unit Fan
4. Strip Curtains for Walk-In Coolers and Freezers
5. Heat Pump Conversions
6. Advanced Rooftop Unit Control Retrofits
7. Windows for Commercial Buildings
8. Heat Pump Upgrades
9. Anti-Sweat Heater (ASH) Controls
10. Variable Refrigerant Flow (VRF) Systems



What Does the Lighting Data Tell Us?



How many projects?

Where?

Relationship
between **measure
mix, incentives,
costs, savings?**

What's happening in
the **industry?**

Research In the Queue



Selfie credit: Jamie Anthony, Commercial Tech Lead

PTAC to PTHP

New refrigeration
measures

Whole building

What else?

Trade Ally Network NW



The Network is Adaptive & Market-Focused

1. **Train, educate, and engage** HVAC and lighting trade allies
2. **Support** and adapt to local program strategies
3. **Be a bridge** that serves you and your region's contractors



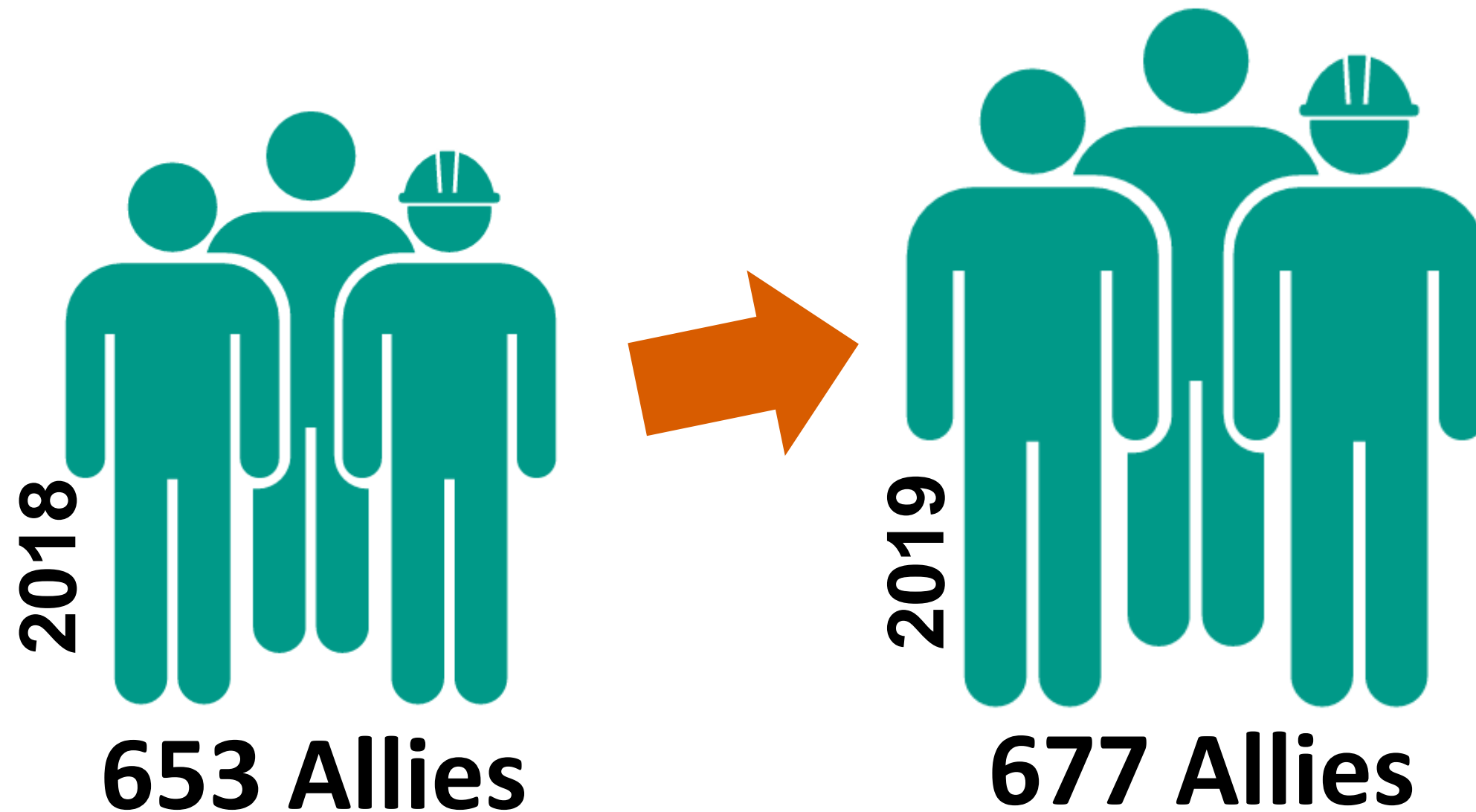
Annual Report Out: Year 1 Was Big

- ✓ Transitioned, rebranded, launched
- ✓ Engaged hundreds of Trade Allies
- ✓ Rebooted HVAC
- ✓ Delivered on 66 Utility Program Plans
- ✓ Delivered 12 Workshops
- ✓ Created new marketing library
- ✓ Launched Online Learning Center
- ✓ Rolled out new trade ally & consumer campaigns
- ✓ Supported BPA in a big Implementation Manual update

Northwest Trade Allies: Where and when you need them



Robust Network Still Needs to Grow: HVAC coverage in 2020



Training Remains Foundational: More e-Learning & hands-on HVAC in 2020



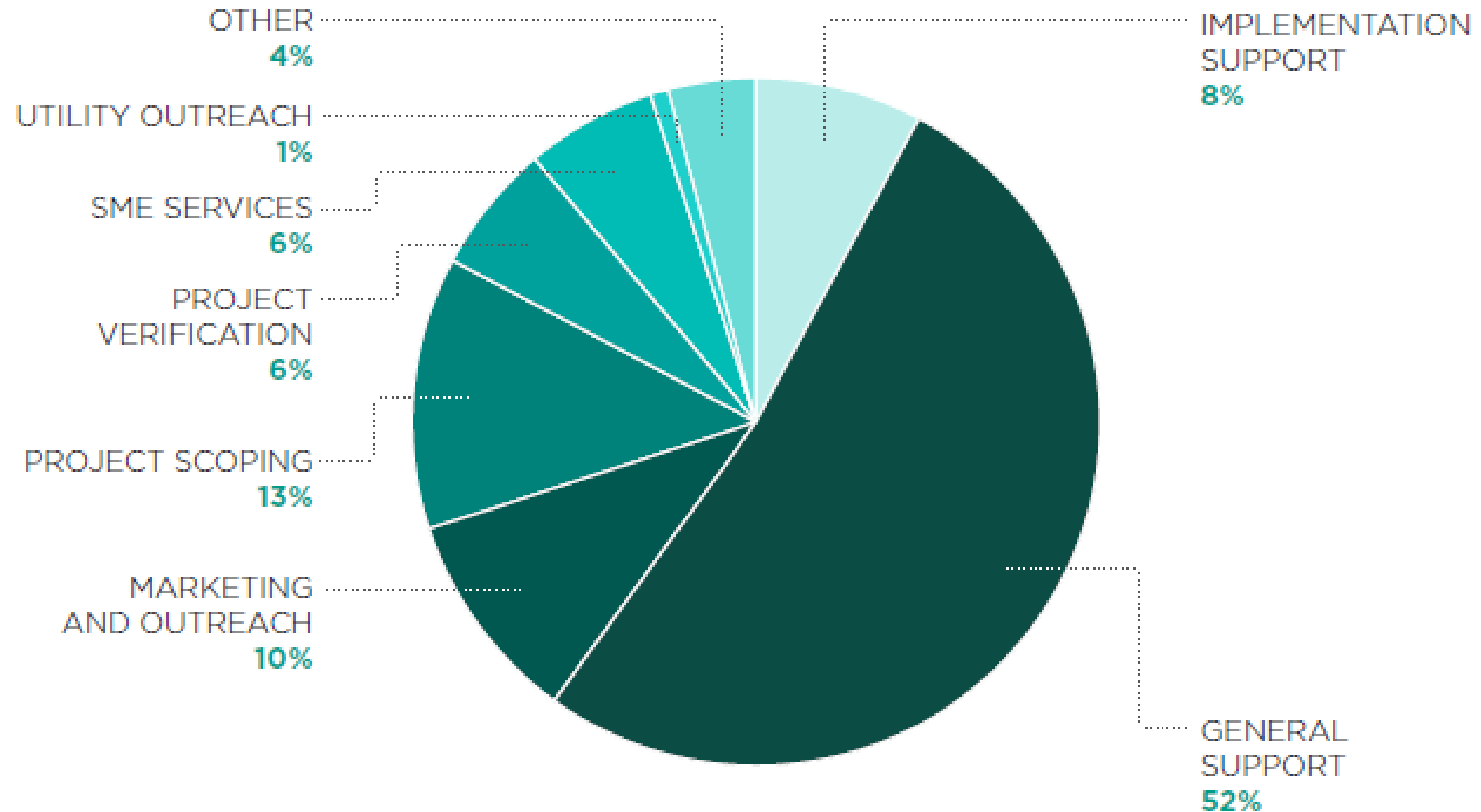
**473
Attendees**



8.68/10

Field Services:

A little bit of everything



Top HVAC Field Insights

1. **Lack of awareness** of incentives by manuf./distrib.

- ✓ Greatest need is focused, ongoing outreach

2. **Incentives** not offered everywhere; are different

- ✓ Regional coordination and communication

3. **It's all about the business case:**

- ✓ 60%+ buy standard products. <5% buy top-line equipment.
- ✓ Deliver higher incentives and sales support; provide warm leads

Marketing is critical to building success together



TRADE ALLY NETWORK^{NW}
Building Success Together

DUCTLESS HEAT PUMPS

REDUCE ENERGY COSTS
INCREASE COMFORT
ZONE CONTROL

DITCH THE DUCT

Upgrading your existing heating system to a ductless heat pump (DHP) can help increase occupant comfort and the value of your commercial space.

Your **local electric utility** may offer up to \$800 per ton for qualifying energy efficient DHPs in commercial buildings.




TRADE TALK^{NW}


TRADE ALLY NETWORK^{NW}
Building Success Together




The Forward-Looking Issue



TRADE ALLY NETWORK^{NW}
Building Success Together

Find local resources: 

TRAINING & RESOURCES  **PROGRAM OFFERINGS**

Trade Ally Network NW helps **lighting** and **HVAC** contractors deliver solutions that pave the way for your commercial customers to save. We connect you with the local utility programs, latest technologies and incentives that support your efforts to win projects. Let's get started.

HVAC

Start here to access expert energy efficiency information about commercial HVAC technology and utility incentive programs.

VAC RESOURCES

LIGHTING

Start here to access expert energy efficiency information about commercial lighting and local utility incentives.

VIEW LIGHTING RESOURCES

OPPORTUNITY KNOCKS

IN RICHLAND, WA

FREE Energy Audit Event for Local Businesses
SEPTEMBER 9-13, 2019



SPONSORED BY:



1. Business community **outreach event**
2. Network-delivered **audit blitz**
3. **Free energy audit report** to business owner
4. Network prime and support **Trade Allies** in lead generation & project follow ups

The Field Team is Doing OK!



What is **working**?

Where do you want to see **more focus**?

How can we best keep you
up to date?

Enhanced services:

Media toolkit?

Event support?

OK campaign?

Commercial is TOUGH

Photo credit: Steven Scott, BPA Customer Service Engineer

A scenic view of a river with a large dam in the background, surrounded by trees and a park area in the foreground. The text is overlaid on the image.

**...but we can help local
businesses thrive**



Thank you!

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